

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



62,57

1933

**Bennett K. Matlack**

COTTAGE AVE. AND OXFORD ST.

BRIDGETON, N. J.



**“JERSEY-GROWN”**

**DAHLIAS**

## GREETINGS :

To old friends and new, this little catalogue brings you a splendid selection of Dahlias. During these times, when we are apt to have more leisure, try growing a few Dahlias. It is one of the greatest forms of recreation. A few dollars invested in my Dahlias will bring pleasure for months.

Don't forget, all Dahlias listed are grown by me, and when my stock is exhausted no others will be purchased to fill orders.

All my Dahlias are grown without forcing. This means more to the purchaser than most people realize.

Notice the Gladiolus are missing from my catalogue this year. The Dahlias take all my time, so Mr. Arthur T. Garrison, 478 South Ave., Bridgeton, N. J., has taken over my Gladiolus business. Send to him for his catalogue of Gladiolus that I can highly recommend.

Advertising is expensive, so I am giving my friends a chance to profit by it. Help me advertise, and I will reward you. Send me the names of your Dahlia friends, and for each order I receive from one of them, I will allow you to select a generous amount from my catalogue.

Visitors always welcome. If you care to select your roots, call for them. Be sure to come during September and October to see the flowers in bloom.

All stock guaranteed true to name and all roots to grow. Stock proving otherwise will be gladly replaced.

Postage paid on all orders of One Dollar or over.

Cash with order.

**BENNETT K. MATLACK.**

## DAHLIAS

C., Cactus; S-C., Semi-Cactus; I. D., Informal Decorative; F. D., Formal Decorative; P., Peony.

**ADDA PATTERSON.** C.—Pure white. Always good. Roots, 50c.

**ALBERT VESTAL.** I. D.—Old rose with bronze shadings. Roots, \$1.00; Plants, 50c.

**ALICE WHITTIER.** S-C.—Good primrose yellow cactus. Plants, 50c.

**ALTAMONT.** I. D.—Large rose pink and American Beauty rose colored flowers on long, rigid stems. Plants, 50c.

**AMARILLO GRANDE.** I. D.—Bright yellow with many enormous flowers. Very fine. Roots, 50c.

**AMBASSADOR.** C. — Soft yellow buff, shaded salmon pink. Really hard to beat. Roots, 50c.

**AMERICAN LEGION.** S-C.—Won at Atlantic City the highest honors ever given a Dahlia. An immense flower, 13½x9 inches, of a bright yellow on a robust bush and long, perfect stem. In our garden last year the American Legion was most outstanding and caused more comment than any other Dahlia. Highly recommended. Plants, \$5.00.

**AMERICAN TRIUMPH.** C.—Large, bright oriental red. Good. Roots, 75c; Plants, 50c.

**ANDREA ERICSON.** I. D.—Splendid white. Plants, \$1.00.

**ANN RUTLEDGE.** S-C.—Large flowers of glowing rose cerise petals with mallow pink reverse. Fine stems. Plants, \$1.00.

**AVALON.** I. D.—A pure, clear yellow that stands out. Roots, 35c.

**AZTEC GLORY.** I. D.—Very large, attractive bright lemon yellow flower of excellent form. Roots, \$1.00; Plants, 50c.

**BAGDAD.** I. D.—Scarlet flame flower of wonderful size. Good bush and stems. Roots, \$2.00; Plants, \$1.00.

**BARBARA REDFERN.** F. D.—Blend of old gold and old rose. Grow it. Roots, 75c.

**CANARY CUP.** F. D.—An outstanding yellow Dahlia here in 1932. You will appreciate this one. Plants, \$1.00.

**CASPER G. WARE.** F. D.—Always covered with clear violet rose blooms. Medium tall. Roots, 50c.

**CHAMPAGNE.** F. D.—Champagne color. Grows well and is striking. Roots, 50c.

**CHAMPOEG.** F. D.—Unusual color combination of canary yellow and salmon pink. Backs of petals pale yellow. Strong growth, fine stems. Highly recommended. Roots, \$2.00; Plants, \$1.00.

**CITY OF TRENTON.** I. D.—An immense Dahlia of an autumn shade hard to describe. A remarkable flower. Roots, 75c; Plants, 50c.

**CLAIR WINDSOR.** S-C.—Large, pure white flowers on perfect stems. Roots, \$1.00; Plants, 50c.

**COLOR SERGEANT.** I. D.—Large, beautiful salmon orange. A real Dahlia. Roots, \$1.00; Plants, 50c.



## BENNETT K. MATLACK

---

- CONG. WOLVERTON.** I. D.—Bright salmon pink flower with a growth similar to Rodman Wanamaker. Plants, 75c.
- DADDY BUTLER.** S-C.—Carmine rose, reverse lighter. Try it. Roots, 50c.
- DERRILL W. HART.** I. D.—Deep orange or copper shading to brown. Good keeper. Plants, 50c.
- DOROTHY STONE.** I. D.—Flowers a shade of pink deeper than Kathleen Norris. Good stems. Plants, 75c.
- DR. JOHN CARMAN.** F. D.—Large blooms of Tyrian rose shaded with silver. Plants, 50c.
- DWIGHT W. MORROW.** I. D.—Gigantic red Dahlia on strong bush. Plants, \$1.50.
- EAGLE ROCK BEAUTY.** S-C.—Beautiful combination of pink and cream. Splendid cut flower. Roots, 50c.
- EAGLE ROCK FANTASY.** I. D.—An outstanding Dahlia. Splendid stems and bush. Violet rose with silver shadings. Flowers large and most beautiful. Highly recommended. Roots, \$4.00; Plants, \$2.00.
- EAGLE ROCK GEM.** C.—Maize yellow shaded pink. Fine cactus Dahlia. Roots, \$1.00; Plants, 50c.
- EAGLE ROCK WONDER.** I. D.—Very large flowers of orange shaded with gold and salmon. Plants, \$1.00.
- EDNA FERBER.** S-C.—Glistening coral, shading to old gold at base of petals. Roots, 50c.
- ELITE GLORY.** F. D.—A very large rich red flower. Bush and foliage very strong. Roots, 50c.
- ELIZA CLARK BULL.** F. D.—Beautiful white. One of the best. Roots, 50c.
- ELIZA LONDON SHEPPARD.** I. D.—Free bloomer on erect stems and bush. Golden orange flowers; wonderful for cutting. Plants, 75c.
- ELKRIDGE.** S-C.—White. Bush always full of bloom. Roots, 50c.
- ELLA MAY.** C.—A rich deep crimson carmine. Fine stems. A real flower. Roots, 50c.
- ELLINOR VANDEVEER.** F. D.—Lavender pink. Splendid stems. Roots, 50c.
- EMMA MARIE.** S-C.—Pink shading, white in center. Roots, 50c.
- EVA L. QUADLING.** I. D.—A huge, rich deep red variety on fine strong stems. This Dahlia deserves a wider circle of friends. It is wonderful. Roots, \$1.00; Plants, 50c.
- FAITH GARIBALDI.** F. D.—Very large rose pink. Roots, 50c.
- FLAMING METEOR.** I. D.—Flaming orange flowers on long wiry stems. Very attractive. Roots, 75c; Plants, 50c.
- FORDHOOK VICTORY.** I. D.—Very large flower of a pleasing formation. Rich Tyrian rose. Roots, 50c.
- FORT MONMOUTH.** I. D.—Rich crimson maroon, tips of petals bluish violet. Absolutely striking. Roots, \$1.00; Plants, 50c.
- FORT WASHINGTON.** F. D.—Immense dark red flowers on splendid stems and bush. Roots, 75c; Plants, 50c.
-

## BENNETT K. MATLACK

---

- FRAU O. BRACHT.** C.—Fine new cactus of light primrose yellow. Plants, \$1.00.
- F. W. FELLOWS.** C.—Orange terra-cotta. Roots, 50c.
- GALLI-CURCI.** I. D.—Large deep flower of a salmon orange with a gold sheen. Roots, \$1.00; Plants, 50c.
- GEORGE L. FARNUM.** F. D.—Striking old gold color. Roots, 50c.
- GLORY OF MONMOUTH.** F. D.—Salmon pink, light orange at base of petals. Roots, 50c.
- GOOD NIGHT.** I. D.—A dark Dahlia of ox-blood red, shaded maroon, on perfect stems and bush. Plants, 75c.
- GRAF ZEPPELIN.** F. D.—Pure white flowers on good stems. Plants, 50c.
- HELEN IVINS.** F. D.—Large orchid lavender flowers. Plants, 50c.
- IAN.** C.—Large flower of clear yellow, shading to pink on outer petals, reverse golden suffusion. Roots, 50c.
- IDA PERKINS.** F. D.—A fine white Dahlia. Roots, 50c.
- IMPERIAL PINK.** I. D.—Massive flowers of true pink with primrose shadings. Plants, \$2.00.
- ISLAM PATROL.** F. D.—A striking combination of red and gold. Plants, 50c.
- JANE COWL.** I. D.—Buff and old gold, blending to rose in center. As near perfect as any Dahlia. Be sure to grow it. Roots, 50c.
- J. D. TORBERT.** I. D.—Many flowers on long wiry stems and good bush. Salmon apricot with flame and gold shadings. Roots, 50c.
- JEAN TRIMBEE.** S-C.—Beautiful flowers of petunia violet. Good stem and plant growth. Plants, \$1.00.
- JERSEY'S BEACON.** F. D.—Very good and showy Dahlia of Chinese scarlet. Grow it. Roots, 35c.
- JERSEY'S BEAUTY.** F. D.—Eosine pink. A truly great Dahlia. Roots, 25c.
- JERSEY'S SOVEREIGN.** F. D.—A beautiful salmon orange on fine stems. Heavy foliage. Roots, 35c.
- JIM MOORE.** S-C.—Primrose yellow, shaded gold and salmon. Distinctive flower of good growth. Roots, \$1.00; Plants, 50c.
- JOSEPHINE G.** S-C.—A beautiful, true rose pink flower with petals tipped yellow. Very well recommended. Roots, \$1.00; Plants, 50c.
- JUDGE LEON McCORD.** F. D.—Large pure gold flowers with old gold reverse. Long stiff stems. Plants, 50c.
- KALIF.** S-C.—An old favorite. Carmine flower on fine stem. Roots, 50c.
- KATHLEEN NORRIS.** I. D.—A gigantic rose pink flower of splendid substance. One of the finest flowers grown. Roots, \$1.00; Plants, 50c.
- KEMP'S VIOLET WONDER.** I. D.—A rich naphthaline violet with a bluish lavender reverse. Good growth. Heavy foliage. A real wonder. Roots, 75c; Plants, 50c.
- KENTUCKY.** I. D.—Similar in growth and formation to Jersey's Beauty. Salmon pink flowers, in profusion, on good stems. Roots, \$1.00; Plants, 50c.



## BENNETT K. MATLACK

---

- KING MIDAS.** I. D.—Large rich golden yellow flowers on good stems. Roots, \$1.00; Plants, 50c.
- LADY LYNDORA.** I. D.—A pure pastel pink flower on a medium tall bush with good stems. Wonderful bloomer. Beautiful. Roots, 50c.
- LINCOLN G. DICKEY.** I. D.—Primrose yellow suffused with rose. Great bloomer. Plants, 75c.
- MABEL DOUGLAS.** I. D.—Artistically formed Dahlia of a pastel lavender. Plants, \$1.00.
- MARDI GRAS.** F. D.—American Beauty color. One we have long waited for. The stems and bush are good. You will find this a fine Dahlia. Roots, 75c.
- MARGARET MASSON.** F. D.—Silvery rose pink. Always in bloom. Roots, 35c.
- MARGARET W. WILSON.** F. D.—Fine stems and foliage. Very large flowers of an opalescent pink. Roots, 35c.
- MARION BROMALL.** C.—Very large pink and white flowers. Roots, \$1.00.
- MARMION.** F. D.—An immense golden flower with bronze suffusion. Be sure to grow it. Roots, 50c.
- META SCAMMEL.** S -C.—Bright rose pink. The petals twist at the ends making a pleasing flower. One of the best. Roots, 50c.
- MILDRED BROOKS HOOVER.** F. D.—An enormous flower of spinel red. Plants, 50c.
- MINNIE EASTMAN.** S-C.—Flame with yellow shadings. Good growth and stems. Plants, 50c.
- MONMOUTH CHAMPION.** F. D.—Brilliant orange. Strong grower with perfect stems. Very satisfactory. Roots, \$1.50; Plants, 75c.
- MORDELLA,** F. D.—Bright apricot buff. Very large and fine. Roots, 50c.
- MRS. ALFRED B. SEAL.** F. D.—Pure, rich glowing old rose flowers on perfect stems and bush. An outstanding Dahlia, almost in a class by itself. Unreservedly recommended. Roots, \$1.00; Plants, 50c.
- MRS. F. E. BULLARD.** P.—Immense flower of silver pink with long twisted petals. Very showy. Roots, 50c.
- MRS. I. de ver Warner.** F. D.—Orchid lavender. One of the best regardless of price. Roots, 25c.
- MRS. JOHN SCHEEPERS.** F. D.—Chamois, edged pink. Strong grower. Roots, 35c.
- MY MARYLAND.** S-C.—Bright pink tipped with ivory. Very good flowers. Roots, \$1.00; Plants, 50c.
- OMAR KHAYYAM.** F. D. Large unusual flower on a bush of splendid growth. Color, Chinese red at petal base, shading to a lighter tip. Plants, \$1.50.
- PANSY G. WHITE.** S-C. Clear canary yellow flowers on long erect stems. Good bush. Plants, \$1.00.
- PENN CHARTER.** I. D. Massive rich gold flowers tinted with apricot. Fine bush and heavy foliage. Plants, 75c.
- POP STEWART.** I. D.—Lilac pink. A very striking Dahlia. An orchid shade hard to find. Roots, 35c.
- PRIDE OF CALIFORNIA.** F. D.—Rich deep red. Very large and fine. Roots, 25c.
- 

**Bridgeton**

**New Jersey**



## BENNETT K. MATLACK

---

- PRIDE OF STRATFORD.** I. D.—Face of petals orange, reverse madder brown. Strong grower. Roots, 50c.
- PRINCE OF PERSIA.** I. D.—A popular bright red Dahlia. Large deep attractive flower. Bush growth strong. Plants, \$2.00.
- QUEEN OF THE GARDEN BEAUTIFUL.** F. D.—Massive flowers. Lemon yellow. Roots, 50c.
- RAY WARNER.** I. D.—Somewhat the color of Jersey's Beauty, but a few shades brighter. Petals twisted and bush always full of bloom. Plants, \$1.50.
- REGAL.** I. D.—Beautiful combination of bronze and old rose. Roots, \$1.00; Plants, 50c.
- RODMAN WANAMAKER.** I. D.—Bronze yellow and pink. Roots, \$1.00; Plants, 50c.
- ROMAN EAGLE.** F. D.—Burnished copper. An autumn shade. Strong stems. Roots, 35c.
- ROSE FALLON.** F. D.—Large flowers of deep orange to amber. Plants, 50c.
- SAGAMORE.** F. D.—Golden amber A choice cut flower. Roots, 35c.
- SANHICAN'S BLUEBIRD.** I. D.—Violet blue. Very unusual. Roots, 50c.
- SANTA ANNA.** S-C.—Large flower with long curling petals. Salmon rose suffused with gold. Roots, 75c; Plants, 50c.
- SEAL'S CALIFORNIAN.** I. D.—Bright golden yellow suffused with pink. Good growth and stem. Roots, \$1.00; Plants, 50c.
- STAR OF BETHLEHEM.** S-C.—Clear white. Fine cut flower. Plants, \$1.00.
- STARLIGHT.** F. D.—Pure gold. Plants, 50c.
- THE LEMONADE.** I. D.—Sulphur yellow on long splendid stems. Roots, \$1.00; Plants, 50c.
- THE WORLD.** F. D.—Rich rosy magenta with silver shadings. Growth and stems fine. Roots, \$1.00; Plants, 50c.
- THOMAS A. EDISON.** F. D.—Fine large, new; royal purple color. Roots, \$1.50; Plants, 75c.
- TREASURE ISLAND.** F. D.—Bright autumn shade. Roots, 75c; Plants, 50c.
- TRENTONIAN.** F. D.—Brown coppery bronze. Beautifully formed flowers on rigid stems. Roots, 50c.
- WALDHEIM SUNSHINE.** I. D.—A good deep yellow that shows well under artificial light. Stems and bush ideal. Roots, 75c; Plants, 50c.
- WATCHUNG SUNRISE.** F. D.—Golden amber, reverse showing rose pink. Petals edged rose pink. This opens to an enormous flower on stiff stems. Roots, \$1.00; Plants, 50c.
- WATCHUNG WONDER.** I. D.—Rich royal red with a gold center. Plants, 75c.
- W. H. HOGAN.** F. D.—Garnet red with white tips extending down center of petals. The best variegated Dahlia to date. Roots, 50c.
- WHITE DUCHESS.** F. D.—A fine white Dahlia imported from Holland last year. The White Duchess has won many prizes in Europe and is considered there the outstanding Dahlia. You will like it. Roots, \$2.00; Plants, \$1.00.
- WORLD'S BEST WHITE.** I. D.—Fine white on good stems. Roots, 50c.
-

## **POMPON DAHLIAS**

These Dahlias are very small and are well suited for cutting and decoration. The demand, each year, is growing for these little gems. If you have not grown them, make a selection at once for this season. They are always in flower. Roots only..

**All Pompon Dahlia roots 25c except where noted.**

**AIMEE**—Very small. Orange apricot.

**ARTHUR**—Fine scarlet.

**ATOM**—Fiery red. Very small and mighty good.

**BELLE OF SPRINGFIELD**—Crushed strawberry. Fine show form.

**BOB WHITE**—Small, good white. Roots, 35c.

**BOBBY**—Plum color.

**BOSSY**—Lavender, darker in center. Roots, 50c.

**BRONZE BEAUTY**—Gold apricot. Wonderful cut flower.

**CHARMING**—Lavender pink. Very pretty.

**DEE DEE**—Pale lilac. Long stems. One of the best.

**ELIZABETH**—Lemon yellow, tipped red.

**FASCINATION**—Fawn pink.

**GERTRUDE**—Glowing carmine. Very bright.

**GOLD BEAUTY**—Small gold. Good.

**HAZEL DELL**—Clear pink, edged cerise.

**HONEY**—Honey yellow. Long stems. Roots, 50c.

**JOHNNY**—Deep dark red. Probably the best Pompon.

**LILIAS**—Cream ground, heavily suffused pink.

**LITTLE BEESWING**—Yellow, heavily tipped cherry red.

**LITTLE DAVID**—Good. Russet orange. Roots, 35c

**LITTLE EDITH**—Primrose yellow. Perfect. Roots, 35c.

**LOLITA**—Yellow with orange center. Roots, 35c.

**MARIETTA**—Pleasing red. Roots, 50c.

**MARY MUMS**—A deep mauve color on long stems. Roots, 35c.

**MIDGET**—Peach pink.

**NEATNESS**—Amber and rose.

**NELLIE FRAZIER**—Light ground, edged and tipped with rose.

**REGULUS**—Cerise purple.

**ROSEA**—Rosy lavender. Small, fine.

**SAN TOY**—White, tipped carmine. Graceful.

**SNOW CLAD**—Pure white.

**SUNNY DAYBREAK**—Yellow, tipped carmine.

**SUNSET**—Delightful orange.

**YELLOW GEM**—Canary yellow.

**YOUNGSTER**—Yellow and red. Roots, 50c.

## **MINIATURE DAHLIAS**

These small Dahlias are becoming very popular. Better try some.

**GOOD LUCK.** Miniature D.—Deep glowing amber, lighter toward the outer petals. Roots, 75c; Plants, 50c.

**LITTLE JEWEL.** Miniature D.—A most beautiful small flower of a peach blossom pink. None better for cutting. Roots, 25c.



## **ORCHID FLOWERING DAHLIAS**

This new race of Dahlias is fine for landscape or cutting. They will keep for days when cut and will make the most artistic arrangements.

**CITRONELLA.**—Canary yellow.

**EVEREST.**—Pure white.

**GOLDFINCH.**—Yellow and red, crimson reverse.

**LEOPARD.**—Spotted yellow, crimson reverse.

**MAVIS.**—Lilac, reddish purple reverse.

**RUBY.**—Light rose, deeper reverse.

**STARFISH.**—Lilac and rose, magenta reverse.

Plants of the above Orchid Dahlias, 50c each.



### **NOTE**

Roots shipped after April 1st unless otherwise ordered.

Plants shipped after May 15th. Twenty-five cents extra for Special Delivery on Plants is good insurance.

No Dahlia Plants shipped after June 15th.



## **SPECIAL DISCOUNT**

Note:—For each \$5.00 (Five Dollars') worth of Dahlias ordered, except the following collections, you may select \$1.00 (One Dollar's) worth free from the catalogue.

### **Collections**

**Collection A:** 6 Pompon roots, \$1.00. Value, \$1.50. An assortment that will please. All different.

**Collection B:** 15 Pompon roots, \$2.00. Value, about \$4.00. A superb collection. A garden full. All different.

**Collection C:** 12 giant Dahlia roots, \$2.00. Value, \$4.00. A gorgeous collection containing such wonderful Dahlias as Jane Cowl and Jersey's Beauty. All different.

**Collection D:** 5 roots, \$1.00. Value, \$1.50. One root each of: Jersey's Beauty, Avalon, Ambassador, Mrs. Warner, Little Jewel.

**Collection E:** 3 roots, \$1.00. Value, \$1.50. One root each of Jane Cowl, J. D. Torbert, E. C. Bull.

**Collection F:** 4 roots, \$3.00. Value, \$5.00. One root each of: Color Sergeant, White Duchess, The Lemonade, Mrs. A. B. Seal.

**Collection G:** 5 roots, \$3.00. Value, \$5.00. One root each of: Kathleen Norris, Monmouth Champion, Fort Washington, Kemp's Violet Wonder, American Triumph.

**Collection H:** 4 PLANTS, \$3.00. Value, \$10.00. One plant each of: American Legion, Eagle Rock Fantasy, D. W. Morrow, Ray Warner.

**Collection K:** 6 PLANTS, \$5.00. Value, \$7.00. One plant each of: Canary Cup, Champoeg, Jean Trimbee, Pansy G. White, Star of Bethlehem, Bagdad.

All roots and plants in all collections properly tagged.



